

2.6 Residential Uses

2.6.1 Introduction

The City of San Diego Storm Water Pollution Prevention Program will implement the Residential Component of this plan with support from other departments. The purpose of this program component is to prevent and reduce pollutants in runoff from all residential land use areas and protect the beneficial uses of receiving waters.

The City's program must meet the requirements of the San Diego Municipal Storm Water Permit, as described in Table 2.6-1.

Table 2.6-1. Permit Requirements – Residential Uses.

Section	Requirement (Summary)	Permit Section
2.6.2	Implement pollution prevention methods	F.3.d.(1)
2.6.2	Identify high priority areas and activities	F.3.d.(2)
2.6.2	Implement BMPs	F.3.d.(3)
2.6.2	Enforce storm water ordinance in residential areas	F.3.d.(4)
2.6.3	Document activities for Jurisdictional Urban Runoff Management Program for the Annual Assessment	I.

The Residential Program objectives are to:

- Promote pollution prevention actions by residents through targeted messaging, and vigorous and widespread education and outreach efforts.
- Measure general public understanding of storm water best management practices on an annual basis and modify or develop messages accordingly.
- Reduce occurrence of illegal discharges and non-compliance with storm water best management practices by disseminating information on legal consequences, and through enforcement activity.
- Document activities and annually summarize findings

2.6.2 Activities

The City of San Diego intends to change Residential behaviors and activities that pollute our recreational waters by:

- Emphasizing pollution prevention through education and outreach, and

- Enforcing the City's Municipal Code.

More comprehensive overview of how these Program elements are to be achieved over the next five years can be found in Component 1.2, *Education*, and Component 1.3, *Enforcement of Storm Water Ordinance*.

Target Audiences and Information Prioritization

"Residents" are a mass audience for outreach efforts under this component. The City of San Diego recognizes that all storm water conveyance systems- those immediately adjacent to recreational waters and those upstream- contribute pollutants equally to degradation of waters downstream. Thus, the City views all target audiences and communities as high priority and will approach all areas with a high priority. An initial breakout of target audiences under "Residential Uses" includes:

- Property Owners
- Landlords
- Tenants and Tenant Associations
- Beach-Front Property Owners
- Homeowner Associations
- Civic and Social Organizations
- Spanish-Speaking Residents
- Other non-English speaking Ethnic Organizations
- Seniors Centers and Organizations

Specific to residential uses, the areas of particular concern (high priority) to the City of San Diego (and therefore areas of Education and Outreach Program focus) will include:

- General Awareness of Storm Water Pollution, impacts of urban water runoff on recreational waters, the storm water collection system and State and Federal Water Quality Laws
- Public Reporting Mechanisms for illegal discharges
- Leak Prevention and Disposal of Automobile Fluids
- Alternative Transportation and carpooling
- Automobile repair
- Recreational Vehicle Septic Disposal
- Automobile Washing (residential and charity)
- Disposal of Pet Waste (at home and in public areas)
- Proper solid waste disposal
 - Trash Disposal
 - Litter Abatement
 - Recycling
- Good Housekeeping
 - Use a Broom, Not a Hose
 - Green waste clean-up and disposal
 - Cleanup after home improvement projects

- Use of pesticides, herbicides, and fertilizers
 - Disposal of hazardous waste
 - Pool dechlorination techniques
- Sewer Spill Reporting
 - Grease Disposal
 - Sewer Lateral maintenance
 - Canyon Spill Detection
- Water Conservation

Initial Program Key Messages

Given the volume of information required under the Permit and the information revealed through the survey, the City will move forward strategically – beginning with key basic messages brought to the community through a variety of methods. (As mentioned in Chapter 1, Section 1.2, to further refine messages, in June 2001 the City of San Diego conducted a statistically relevant and population representative baseline telephone survey of residents regarding their knowledge of the storm water collection system, and polluting behaviors). Once these messages become “common knowledge,” the program can then build with additional and potentially more targeted messages to deal with watershed specific issues and audiences. These addition messages will be formulated annually based upon the results of the City’s annual survey, review of the enforcement actions, and status of water quality goals.

City of San Diego messages during the first year of Program outreach will focus on the following:

- General Awareness: Messages will focus on being proactive, asking residents to assess activities from a storm water pollution point-of-view, and providing solutions to prevent pollution.
- Beach Cleanup: Currently, one of the City of San Diego Mayor’s top ten goals is “Cleanup our Beaches and Bays.” He has committed to reduce beach posting and closure days by 50% by 2004. An initial key message will focus on the fact that the largest cause of beach contamination is the result of what residents do every day at home and at work.
- Automobile Impact: The impact of automobile use on storm water pollution is significant. Initial messages to residents will focus on:
 - Leak prevention and proper disposal of automobile fluids
 - Spill cleanup
 - Liquid disposal
 - Proper automobile washing
 - Alternative transportation and carpooling

- Good housekeeping: Given the mild San Diego climate, residents perform outdoor activities year round.
 - Use dry clean-up methods for spills and outdoor cleaning, vacuum, sweep, and use rags or dry absorbents
 - Use a mop where water is needed
 - Store materials out of contact with storm water
 - Clean-up after home improvement projects
 - Establish and use a concrete wash area to contain material

Already-developed campaign messages are:

- “The 3 C’s”: This is a reference card on how to properly protect storm drains when doing household projects. It gives the following three tips:
 - Control: Locate the nearest storm drain(s) and take measures to ensure nothing will enter or discharge into them. This may require sweeping-up and placing debris and sediment in the trashcan.
 - Contain: Isolate potential flow or discharge from leaving the area.
 - Capture: If there is sediment, sweep it up. If there is liquid, absorb it or vacuum it up with a wet-vac.

Tools: Reference card, video and PSA copy, and outreach events.

- “Scoop the Poop!”: This is a catchy message intended to remind pet owners to pick-up animal feces immediately, be it from a public right-of-way or from their own yards, and the legal consequences for failing to comply. This is being targeting public areas such as Dog Beach, and other city leash free facilities.

Tools: 9-inch flyer/disc incentive item; public signage; video; and PSA copy.

- Use a Broom Not a Hose: “Sweep It Up!” Is a message intended to remind San Diegans to always sweep up impermeable surfaces instead of and before using water.

Tools: Dust Pan incentive item, outreach events, video; and PSA copy.

- Sewer Spill Reporting: Canyon Patrol volunteer program was launched in October 2001. The City is working with environmental volunteers to report sewer odors, overflowing manholes, and other sewage discharges in remote canyons.

A campaign to keep Cooking Grease Out of the Drain was launched in 1999 by the City of San Diego. It is a bilingual (English/Spanish) public education and outreach campaign targeting San Diego’s residential neighborhoods. The program is focusing on those communities that have a history of residential overflows.

The Sewer Spill Hotline is promoted in each of these campaigns. The number is: (619) 515-3525.

Tools: volunteers, partnerships, press release, special event, PSA, bumper stickers, incentive items and public reporting hotline.

- **Household Hazardous Waste:** The City of San Diego has been implementing a Household Hazardous Waste (HHW) Program since 1985. The HHW Program has educated residents on ways to reduce the amount and the level of hazard of products used, alternatives to hazardous products including pesticides and herbicides, and proper use, storage, and disposal or recycling options for these potentially harmful products. The HHW Program sponsors a variety of collection services, operates a hotline as a source of information by residents regarding the proper disposal of potentially harmful substances. The hotline number, (619) 235-2111, and the Storm Water Pollution Hotline are promoted on all fact sheets. (See HHW Program section for more information.)

Tools: PSAs, press releases, fact sheets (general info, household cleaners, indoor pest management, garden pest management, auto products, paint products, pool chemicals, and arts and craft products), ads to promote collection events, flyers to promote the HHW transfer facility and collection events, the White Pages and public reporting hotline.

Additional messages to be developed are:

- **Use of Pesticides, Herbicides, and Fertilizers:** The following message will be used to educate audiences regarding the use of pesticides and other chemicals.

“A little goes a long way...
towards contaminating our waters and harming wildlife...”
So, use it sparingly...”
Use it wisely...”
Why use it at all?”

This is a proposed message campaign that will be developed in the first year of implementation and expanded over the course of the program. Initially aimed and configured for a residential audience it will be adapted and disseminated to the Industrial/Commercial audience (i.e. landscape contractors) in future years. This message will also provide an Alternative Use Guide which provides alternatives to pesticides, herbicides and fertilizers. This will be linked to the City’s Household Hazardous Waste Program Campaign.

Tools: brochures, fact sheets, PSAs, other to be determined.

Outreach Strategies and Tactics

Just as audiences vary in interests and behaviors, the types of communications tools and message vehicles that will successfully reach those audiences must be similarly varied. Component 1.2, *Education*, provides details on the myriad of tools available. One of the more effective ways an organization can disseminate information to the public is to utilize their own employees. City employees often are also City residents, the knowledge they will gain through the general workshops can be put to use in their own homes and neighborhoods. Thus employees will be exposed to the very same key messages that will be presented to City of San Diego residents through the Residential Education and Outreach program, and will become ambassadors to San Diego's diverse neighborhoods.

It is noteworthy that some communication tools are already in use through the City of San Diego's Storm Water Program, including:

- Program Slogan – The City of San Diego's "Think Blue" campaign has, and will continue to be the primary vehicle to reach the general public with pollution prevention messages and appropriate Storm Water Best Management Practices for specific areas.
- Residential Knowledge and Behavior Survey- The City of San Diego conducted the initial "Baseline" survey of existing knowledge and behaviors of residents with regards to the storm water collection system and contamination of our recreational waters. This survey will become an annual activity, intended to capture information to guide the education and outreach messages and to measure changes in public knowledge and behaviors. A summary of the survey's key findings can be found in the Public Education section, Chapter 1.2. A copy of the Final Report can be found at the City of San Diego's THINK BLUE website (<http://www.thinkbluesd.org>).
- Public Service Announcements (PSAs) – Pollution prevention methods and storm water best management practices have already and will be presented in public service announcements via broadcast media.
- Brochures – Currently, the City has developed and is distributing the following area specific brochures:
 - "Mission Bay Starts at your door" which explains the concept of non-point source pollution within the context of the Mission Bay watershed
 - "Famosa Slough..." explains the concept of non-point source pollution within the context of the Famosa Slough watershed.
 - "Think Blue" providing general storm water pollution information. Due to the large Spanish speaking population, the Think Blue brochure is also available in Spanish as well as English.

- Hotline(s) – The City has partnered with the County of San Diego as part of the Think Blue program to host the countywide “Think Blue” hotline with an easy to remember phone number of 888-THINK BLue. Also, to facilitate public reporting of illegal discharges, the Storm Water Pollution Prevention Program will continue the City of San Diego storm water complaint hotline (619-533-3793).
- Internet – The Web site, <http://www.thinkbluesd.org>, is already in place, providing a wealth of storm water pollution prevention information to those within and outside the City.
- Public Participation – The Clean Water Task Force, made up of experts and environmental interests throughout the community is already established and meeting on a monthly basis to provide input to the Storm Water Program.
- Promotional Items – Use of promotional items is a proven way to get key messages out to residents of all ages. The Program has already developed a host of items (see Chapter 1.2, Education) and will continue to do so as the program progresses.

Year 2 and Beyond:

Beginning in 2003, an increased emphasis in this type of outreach, as well as use of the tools listed below, is anticipated as interaction with the other Copermittees grows as we mutually develop the Watershed Urban Runoff Management Programs for the San Diego River, San Diego Bay, Mission Bay, and the San Dieguito, Peñasquitos, and Tijuana River watersheds.

It is important to understand that the annual Residential survey will continue to drive the City’s message development, building upon the foundation of previous years. And, the watershed specific pollutant-load data will help fine-tune or tailor the foundation messages and strategies to the needs and sensibilities of each pollutant-load contributing community. In the event that specific residential areas or properties are identified as a significant contributor to a severe and chronic water quality problem impacting a 303(d) listed impaired water body, changes in our education strategy and messages and enforcement efforts will occur to address immediate needs.

Additional tools available for residential outreach as the Program develops in future years include the following. Each is more fully described in Component 1.2, *Education*.

Education/Outreach

- Program Slogan
- Advertising
- Displays/Kiosks Special Newspaper Inserts
- Watershed Signs
- Hotlines
- Public Access Channels

- Special Events
- Volunteerism
- Speakers Bureau Special Occasion Speeches VIP Visits
- Community Ambassadors
- Special Campaigns

Media Relations

- Radio Talk Show
- Media Kits News Releases
- News Conferences
- Public Service Announcements
- Advertorials
- Opinion Editorials
- Letters to The Editor Article Submittals
- Cable Television Human Interest Stories
- B-Roll

Collateral Materials

- Fact Sheets
- Frequently-Asked Question Sheets
- Brochures
- Pocket Brochures Newsletters
- Information Kits
- Bill Inserts
- Internet
- Videos/Slide Presentations
- Maps and Graphics
- Promotional Items

Student-Age Education

- Program Brochure
- Performance Groups
- Curriculum
- Traveling Library/Kiosks
- Youth Advisory Panel
- PTA Programs
- Scouting Groups
- 6 To 6 Centers

Enforcement

The Storm Water Pollution Prevention Program's Code Enforcement Unit will uniformly enforce the SDMC §43.03 throughout the City of San Diego. For a detailed explanation of the City's enforcement strategy, please refer to Component 1.3, *Enforcement of Storm Water Ordinance*. No preference will be given to specific neighborhoods or watersheds, as each is considered a high-priority. When a violation occurs, the administrative civil penalties process will consider the "environmental significance" of the discharge, which would include proximity to sensitive water bodies, to determine the appropriate fine. As appropriate, gross or repeated violators will be referred to the City Attorney's Criminal Division for civil or criminal prosecution. When evidence of a violation is found but no responsible party can be identified, educational materials, which describe the violation and the appropriate storm water Best Management Practices, are distributed to residents in the neighborhood in an attempt to avoid a reoccurrence.

Residential Best Management Practices

As previously stated, the City recognizes the reality that the storm water conveyance system is interconnected and that each community is equally responsible for the downstream pollutant load. As such, the City intends to treat all communities as a high priority. And, accordingly, each audience and community will receive the same residential Best Management Practices information and an equally high-priority level of enforcement.

General Awareness:

As you perform your daily activities be proactive. Assess the activity from a storm water pollution point-of-view and ask yourself, "does this activity, directly or indirectly, generate pollution?" And, "how can I get the job done and prevent debris from entering the storm drain system?" Here are some general guidelines you can use at home or on the job:

The 3 Cs:

- *Control:* Locate the nearest storm drain(s) and take measures to ensure nothing will enter or discharge into them. This may require you to sweep-up and place debris and sediment in the trash can prior to beginning the work activity.
- *Contain:* Isolate your work area, to prevent any potential flow or discharge from leaving the area.
- *Capture:* Once you have completed a job, be sure to clean up the area. If there is sediment, sweep it up. If there are liquids, absorb it or vacuum it up with a wet-vac.

Remember, what you leave behind can potentially be discharged into the storm drain.

Leak prevention and proper disposal of automobile fluids:

- Routinely check your vehicle for leaks
- Contain the leak when vehicle is parked
- Cleanup spills from impervious surfaces, by using absorbent materials.
- Sweep up absorbent.
- Dispose of automobile fluids appropriately (See Household Hazardous Waste Program for list of options.)

Automobile washing:

Home:

- Park your vehicle on a landscaped area to capture polluted runoff.
- Check that the path – from the wash area to the nearest storm drain--of the runoff is swept and free of pollutants before you start washing.
- Use a hose nozzle. This reduces the amount of water used.
- Use a bucket to conserve water and reduce the amount of runoff.

Charity washes:

- Sweep the parking lot or area where the activity will be held.
- Absorb and sweep-up all automobile fluids from the surface before hand.
- Identify the nearest storm drains and those that will receive the flow as a result of the drainage pattern of the surface.
- Place protective sand bag barriers in front of drains to filter pollutants—sediment, etc—from the water as it flows through into the storm drain.
- Sweep up sediment and debris, or vacuum it up with a wet-vac at the end of the activity.

Alternative transportation and carpooling:

- When you can, car pool, catch the San Diego Trolley, or an Express Bus.
- If you car pool one day a week with another person, the two of you will have reduced automotive pollution to our recreational waters by 50 percent between you.
- Alternative transportation, not only reduces the stress on you from traffic congestion, it helps our environment.
- Call 1-800-COMMUTE for more information

Good housekeeping:

- Properly dispose of and promptly pick-up litter.
- Report litter and illegal dumping problems to the City of San Diego at (858) 492-5055.

- Take trash and debris to the landfill.
- Use dry clean-up methods for spills and outdoor cleaning, vacuum, sweep, and use rags or dry absorbents.
- Use a broom not a hose to clean up sidewalks, curbs, gutters and patios.
- Use a mop where water is needed.
- Store materials out of contact with water.
- Dispose of cigarette butts in ashtrays and trash cans.
- Use public restrooms.

Cleanup for home improvement projects:

- Before beginning project, identify the nearest storm drain outlets and take protective action. This may require you to sweep from your work area to the storm drain before beginning the improvement project.
- Use dry clean-up methods for spills and outdoor cleaning, vacuum, sweep, and use rags or dry absorbents.
- Dispose of oil based paint at a household hazardous collection event , or open can and let paint dry completely before placing can in trash container.
- Never rinse paint, cement, and other construction debris sediment or equipment in the street or gutter. Rinse equipment in a sink connected to the sewer system.
- Establish and use a concrete wash area to contain material.
- When you complete your daily activity, remove sediment and debris either by sweeping it up or vacuuming it up with a wet-vac.

Use of pesticides, herbicides, and fertilizers:

- Apply only when there is no chance of rain or landscape watering
- Use these items sparingly, and as a last resort when other eco-friendly materials or methods are not available.
- Dispose of expired or no longer needed pesticides and herbicides at the household hazardous waste transfer facility. Call (619) 235-2111.

Disposal of hazardous waste:

- Recycle oil, antifreeze, filters and auto batteries at a Collection Event, or call (619) 235-2105 for more information.
- Share unused household hazardous wastes with neighbors.
- Dispose of leftover or no longer needed hazardous household products at the household hazardous waste transfer facility. Call (619) 235-2111.

Disposal of pet waste:

- Pet-waste while natural, contains bacteria that causes illness.
- Pick-up pet waste immediately, from your yard and from public areas.

- Carry a plastic or paper bag when walking your dog, and pick-up and dispose of the waste by placing it in a garbage can.
- Don't allow it to come in contact with water, as water transports the bacteria to the beaches bays and water sheds where we play.

Sewer Spill Prevention & Reporting:

- Homeowners should have their sewer laterals inspected by a licensed plumber every five to seven years (more frequently if indicated by overflow history). This routine maintenance prevents residential overflows, caused by grease build-up or tree root blockages, from entering the storm water conveyance system and polluting the nearest recreational water body.
- Residents should dispose of cooking grease and grease residue by pouring it into a container—coffee can or milk carton—and placing it in the trash. Grease residue should be wiped from pans with a paper towel before washing. Never pour grease or oils down the drain, or flush it down the toilet. And, meat fat trimmings should be placed in the trash, not down the garbage disposal.
- If grease is accidentally spilled down a sink drain, rinse immediately with cold not hot water.
- All residents are encouraged to call in sewer spills to the City of San Diego at (619) 515-3525.

2.6.3 Annual Assessment

The following form is representative of the quantitative and qualitative measures that will be tracked by the Storm Water Program regarding the Residential Uses component in order to prepare the Jurisdictional Urban Runoff Management Program annual assessment. *These assessment factors and questions are presented for information only; some questions may be modified prior to each annual assessment period, and not all of the factors or questions below may apply to each component's responsible department(s).* Prior to each fiscal year, a tailored Annual Assessment Form will be distributed to responsible departments, and will include an Excel spreadsheet containing direct and indirect quantitative and qualitative measures similar to the example below. The Storm Water Program will provide a blank copy of the Annual Assessment Form and additional guidance to department management prior to the beginning of each fiscal year. Submission of this report will require department director approval.

Program Assessment Form - Residential Uses

QUANTITATIVE ASSESSMENT:

Activity	Quantity	Units	Comments
Quantity of HHW materials collected		tons	Direct measure. Information can be obtained from the jurisdiction's Annual Report of Household Hazardous Waste Collection Information, as required by the California Integrated Waste Management Board on CIWMB Form 303 (see: http://www.ciwmb.ca.gov/HHW/Reporting/). Information on waste oil collected by Certified Used Oil Recycling Collection Centers throughout the jurisdiction may also be available directly from the Collection Centers, although their statutory reporting requirements are limited.

**Additional annual reporting of residential uses activities will be summarized from data obtained from other program components.*

QUALITATIVE ASSESSMENT:

1. Describe the major accomplishments of the Residential component over the past year.

2. Summarize the educational and outreach activities the Residential component has conducted over the past year to educate staff, community groups and residents on water quality principles.

3. Summarize new activities or improvements to be implemented next year as a result of your self-assessment.

4. Other Comments.

FINANCIAL ASSESSMENT:

Estimated annual storm water expenditures:

Personnel Expenditures: _____
Non-personnel Expenditures: _____